

HOW DID BUSINESS JOURNALISM OUTLETS COVER PRESIDENT DONALD TRUMP'S IMMIGRATION BAN USING FRAMING, HIERARCHICAL CLUSTER ANALYSIS AND A PROFESSIONAL ANALYSIS AT BLOOMBERG NEWS?

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ANALYSIS

Chapter Five: Professional Analysis Component

Introduction

How did business journalism outlets cover President Donald Trump's first immigration ban using framing, hierarchical cluster analysis and a professional analysis at Bloomberg News?

Financial markets influence almost every aspect of our lives, from how much we pay for the homes we live in to the apples and oranges we put on our kitchen tables. The markets are also influenced by external factors -- sometimes very easily -- such as news outlets. A business news outlet is a publication that focuses on business news. This study included The New York Times and The Wall Street Journal as their

readership is large enough to have a dedicated business section. The role of a business outlet is to cover affairs from a business perspective. We should therefore care about how business news outlets covered Trump's executive order from a business standpoint, because a large proportion of the nation will be affected by it in some way.

The importance of businesses and markets was heightened during Trump's presidential election campaign, where he portrayed himself as a successful businessman and often promised to run the country like a business. Because of the effect politics have on business and the markets, business news outlets were forced to cover every one of Trump's decisions as president.

Since Trump took office in January 2017, financial markets around the world have reacted to his remarks and executive orders. Trump's actions have been controversial, which has caused financial markets to fluctuate. Trump's executive order was made late on January 27, 2017. It banned immigrants from seven countries — Iran, Iraq, Libya, Somalia, Sudan, Syria and Yemen — from traveling to the U.S.

This project shines a light on the news outlets that focused on the executive order from a business perspective. Those outlets are Bloomberg, CNBC, The Financial Times, Fox Business, The New York Times, Reuters and The Wall Street Journal. The aim of the research question is to uncover the frames of each outlet adopted while they covered the executive action, and the hierarchical importance of each frame.

Theoretical Framework

Framing theory is the concept that “frames” establish descriptive boundaries around news events, creating the perspective through which an audience understands

or views that event (Valenzano, 2009). It's connected to agenda-setting theory and priming but differs in its principles.

Agenda-setting theory doesn't tell the audience what to think, but suggests what topics the audience might want to consider (McCombs and Shaw, 1972). In priming, the media supplies the context around an issue for the audience to understand, for example how much time and resources they devote to an issue (Iyengar, Peters and Kinder, 1982). With framing, the media provide the audience with a focus for a story, through which an audience will understand and evaluate a news event (Goffman, 1974).

Framing is essential in answering this project's research question. It breaks down the angles within news content to reveal the underlying editorial ideology of the outlets in focus. Framing will help to research an important current issue — President Donald Trump's immigration ban on people entering the U.S. from a list of seven Muslim-majority countries — that had significant effects around the world.

The media had great power to influence how these issues were perceived, and to significantly affect opinion. Sobolewska and Ali (2012) looked at public opinion polls of British Muslims following the July 7, 2005 terrorist attacks in London, England. They found that framing by the media influenced the results of public opinion polls about Muslims, partly through negative reporting on Muslims by the media.

Agenda-setting theory would have limited value in this research, because almost every media outlet in the U.S. covered the ban. Priming will not be used because each outlet spent considerable resources on covering the executive order in some form. However, the looking at media priming would make for valuable study in the future.

Erving Goffman, a Canadian-American sociologist and writer, is thought to have first put forth framing theory in his article titled “Frame Analysis: An Essay on the Organization of Experience” (1974). It’s here that Goffman described the frameworks in which people recognize what’s going on around them. He makes two distinctions within primary frameworks: natural and social. Natural frameworks, Goffman says, are tangible events that physically occur, whereas social frameworks are driven by social forces, built from natural frameworks, and are the frameworks that influence our thoughts when processing information. An effective way of understanding this concept is to think of the natural framework as a picture frame, which holds the picture and its contents together. The social framework then, would be the individual experience taken from looking at the picture.

Goffman’s theory has influenced many prominent researchers to develop framing, perhaps none more so than Robert M. Entman, professor of media and public affairs at George Washington University and a widely cited author on this theory. In his article (1993), Entman stated that fully developed frames usually accomplish four purposes: problem definition, causal analysis, moral judgement, and remedy promotion. Through all four functions, framing increases the apparent importance of certain ideas, influencing audiences greatly to think in a particular way.

Many authors have offered their own perspectives on framing theory, including from different disciplines such as behavioral economics, political science, psychology and sociology. It’s in mass communication, however, that framing has received the most scholarly attention (Cacciatore, Scheufele and Iyengar, 2016). Since Goffman, framing has become less clear because of an increase in different conceptualizations, in part

due to the rapid change in how the media deliver content to their audiences. For example, Druckman (2001) listed seven definitions of framing. Because of the continued development in definitions, there is great disagreement over exactly what framing is (Scheufele and Iyengar, 2012). Additionally, framing has evolved in that it now overlaps with several other prominent theories, most notably agenda-setting and priming.

Literature Review

Linguistics and Historical Context

This literature review will look at the historical context of the word terrorism, because Trump consistently linked terrorism with immigration during his election campaign, and then followed through on his rhetoric by imposing this executive order to ban immigrants from seven countries to minimize terrorism. Some media outlets even termed the policy as the “Muslim ban” as a result (*The Baltimore Sun*, 2017), (*The Los Angeles Times*, 2016).

About 2,000 years ago, the Assyrians were the first to initiate state terrorism as a mechanism to control their empire (Fine, 2010). When the term “terrorism” originated, Fine adds, it had many connotations depending on whether it was used by the victim or the perpetrator. Fine goes on to say that the Jewish *Sicarii* sect and Medieval Muslim *Assassin* sect had great influence over how the West described acts of political terrorism.

Fine also states that the Neo-Assyrian Empire had three primary uses of the term “terror:” royal power exercised against foreign monarchs, terror of the power of the King of God, and the distinction between fear of the King and fear of a God. In the book “Terrorism and Political Violence: An Egyptian Perspective” (1987), Ahmed Galal Ezeldin states that in modern Arabic, the meaning of the word “terror’ originates from the medieval “rahbah,” which means “horror” and “fear”.

Today, the words “terror” and “terrorism” have developed new meanings and associations (Jackson, 2015). It once described the actions of the Nazis against their own people and is now seen as violence by small groups of dissidents. “Terrorism” is now not defined by the agenda or ideology of the perpetrators; rather, it’s a method (Armbrost, 2010). In other words, terrorism no longer means to just kill other people, it means to spread fear throughout certain areas through how the killing is enacted.

Over time, differences in language and beliefs among different cultures have grown further apart, despite increased forms of cross-culture communication. Khwaileh and Khuwaileh (2012) state that differences between East and West began in the Medieval age and are due to differences in cultural attitudes, concepts, icons and images. They add that not all cultural differences can be shared, despite increased forms and methods of communication, and that it’s these differences that lead to wars.

Bassnett (2013) suggests that language cannot be separated from people and the societies they belong to, with language being the main vehicle of expression. This indicates that, similar to differences in culture between the East and West, differences also exist in the connotations of language. For example, Khwaileh and Khuwaileh (2012) state that the term “Jihadi” is used negatively in the West yet it has a positive

connotation in the East. These differences also apply to defining the term “terrorism”, as it is subjective, and there is no universally accepted definition (Ruby, 2002).

In their study of linguistics in news reporting, Dunn, Moore and Nosek (2005) found that descriptions implying destruction and devious intent were used to reference actions associated with Iraq as opposed to those by the United States. They add that subtle linguistic choices in news reports influence whether audiences translate violent acts as patriotism or terrorism.

This Western imperialism stems from “Eurocentricism,” which Kassimeris and Jackson (2011) define as the understanding that Europeans, or Westerners, have privileges over everyone else. They add that neoconservative ideas are an extension of Eurocentricism. Burke (2005) went one step further and gave Americans with similar views a specific term. He described this development as “Americentricism,” and to be Western is not to be American, but to be American is to be a specific kind of Westerner.

Heit (2005) goes further by suggesting that Eurocentricism isn’t necessarily based on an ethnic group. Instead it is based on an ethos, or an identity: to be “Western.” He adds that to be Western is to follow a life that is based on Roman Law, Christian piety and humanism. As will be discussed below, this is reflected in Western conservative media coverage of terrorism.

Media coverage of terrorism

Since the Sept. 11, 2001 terrorist attacks in the U.S., scholarly interest in how the media cover terrorism has grown significantly (Chermak and Gruenewald, 2006). In their study of media coverage of terrorist attacks between 1980 through September 10,

2001, Chermak and Gruenewald found that the press tended to sensationalize terrorism, with certain characteristics of an act resulting in more coverage, such as the hijacking of an airplane.

Atwater (1987) said that the media also ignores most, if not all, historical, cultural and social explanations for the events. Thus, he says, it's not surprising that the media emphasize the most dramatic and violent incidents. On the same note, the media tend to cover only terrorist acts that harm Americans and their interests (Kelly and Mitchell, 1981). All other terrorist activity is largely ignored.

The public isn't the only entity to rely on the media when it comes to terrorism. Terrorism is an effective method of communication for the actual terrorist organizations, which use the media's power and influence as a tool for recruiting (Clutterbuck, 1982). Lule (2012) agrees, with this sentiment by suggesting that terrorists rely on the media and government leaders to emphasize the graphic nature of their violent acts to elicit emotions as another way to recruit new members.

The alienation of Muslims in the media is another prominent takeaway of this literature review. Morin (2016) studied two almost identical incidents. One was committed by a U.S. Army psychiatrist, Major Nidal Malik Hassan, who killed 13 people and injured 42 in a shooting spree at an Army base in Killeen, Texas in 2009. The other was committed in 2013 by a U.S. Army contractor, Aaron Alexis, who killed 12 and injured three in a shooting at the Navy Yard in Washington, D.C. Morin found that Major Hassan was overwhelmingly described as an extremist, and the shooting was framed as a terrorist attack. Alexis, on the other hand, was described as mentally ill and the shooting was framed as a crime.

Said (1978) laid the foundation for the reasoning behind this, stating that Western culture has a long history of attaching Muslims to terrorism, dating back to 19th-century European colonization. As a result, Said adds, Western media tend to imply that Muslims and Islam are backward, ignorant, irrational and violent.

U.S. media framing of U.S. immigration

The focus of this research study is to analyze the angles that media outlets use to frame the story for their readers. There's plenty of literature on this technique and this next section looks at some past studies on media framing of immigration.

Lahav and Courtmanche (2011) studied the effects of framing on immigration and civil liberties and found that effects are not the same on everyone and may come down to the individual ideology of the audience. Huysmans (2006) used the term "securitization of migration" to describe the discourse in the aftermath of the 9/11 terrorist attacks, in which it enhanced links between immigration and crime, with security and law and order.

McLaren (2003) noted compelling evidence in political behavior and social psychology suggesting that attitudes and public opinion are heavily influenced by the level of threat perceived from the frame presented. The consequences of this are increased restrictions of the basic civil liberties of minority groups (Branton and Jones, 2005). Quillan (1995) concluded that people's judgments about immigration stem from multiple aspects of their lives, including economic, social and physical insecurities. Scheve and Slaughter (2001) added that immigration in American literature has been

thought of as a threat to either economic or cultural identity. Lahav and Courtmanche (2011) go further by adding that 9/11 evoked primarily physical fears.

Fragomen (1990) looked at the potential implications of U.S. immigration law based upon international business. He concluded that as globalized trade increasingly fuels the movement of people, immigration should become a national objective. He added that not all immigrants to the U.S. stay. Many are trained or educated in the U.S. and then return to their home nation to apply their skills. Lastly, he noted that the U.S. needs immigration to fill holes in its demographics.

Trump's immigration ban has had consequences for many industries, the science industry in particular (Ardehali, 2017). The ban has affected scientists and their research around the world. He adds that, as a result, the rest of the world's view on American science will be hostile. Hassan (2017) adds that another consequence of the ban will be loss of trust and respect of U.S. science from the rest of the world. He references the 2017 American Association for the Advancement of Science conference in Boston in February, which several prominent international scientists were unable to attend as an example.

Methodology

How did business journalism outlets cover President Donald Trump's first immigration ban using framing, hierarchical cluster analysis and a professional analysis at Bloomberg News?

To answer this question, the research will use a hierarchical cluster analysis. This method will organize the clusters, or categories, of frames that will be organized

into a hierarchy of depth and importance (Matthes and Kohring, 2008). An example of this is to first identify whether a frame on Trump's immigration ban is positive or negative. The next stage could be to identify whether the story focuses on what effect the ban may have, for example on doctors and nurses. This angle would therefore be a positive frame on immigrants in the healthcare industry, and thus representing multiple clusters.

This method will be used instead of a more traditional framing content analysis for several reasons. First, it increases the reliability of the research through more transparent coding, which will not only force me as the researcher and coder to eliminate any biases but also allow readers to see the sub-categories and make a judgment for themselves (Matthes and Kohring, 2008). With a content analysis, the coding is far easier and yields fewer results and makes more basic conclusions. The added transparency of a cluster analysis will also help flesh out the complex and often conflicting frames used in this issue.

Second, the analysis will be more in-depth. Instead of simply identifying the angle which an article adopts, more information will be added by exploring frames at multiple levels. For example, instead of simply coding an article as "positive" or "negative" toward the ban, this study will look at what topic an article focuses on "healthcare", having a "negative" viewpoint toward the ban and then focusing on "international" doctors coming into the country. By doing this, we can find out more about each outlet's ideology.

This research will examine frames from seven business journalism outlets from a mix of left- and right-wing ideologies (in alphabetical order) – Bloomberg, CNBC, The Financial Times, Fox Business, Reuters, The New York Times and The Wall Street Journal. Because not all seven outlets have a print publication, I'll conduct the analysis online by using the universal search term "Trump immigration ban". This will ensure that the articles included will be consistent across all outlets.

Because the ban was announced on the evening of January 27, articles to be analyzed will have been produced on the day after ban was announced, and will stretch one week after. To be specific, these dates are Jan. 28, 2017, to Feb. 3, 2017. One week was chosen as the time frame because I believe it be enough time to form conclusions about the coverage of each outlet and the ideologies behind that coverage. A shorter time frame would not have been enough, and a larger time span would have potentially been too much material to analyze for this project. By doing this, I've left a proverbial door open to further this research and explore different topics.

This research will not focus on visuals, for example photos and graphics included in stories. This is to narrow the focus of the study and to prevent too wide a scale of coverage. In many cases, visuals are complimentary to the story, and therefore I believe written text will be sufficient in determining the frames.

The total number of articles produced by all seven outlets between Jan. 28 and Feb. 3, 2017, was between 700 and 1,200. Because of the large volume of content and small period of time for this project, Articles will be coded based on the lead and nut graph of each article. I believe this to be sufficient as the angle of story should be documented by this part of the article.

The findings will help professional business journalists and editors better cover news from a multitude of angles to benefit their audiences. Overall, this research will uncover editorial positions and ideologies of business news outlets, using Trump's first immigration ban as the event in question.

This event is significant because for much of the election campaign and in his current presidency, Donald Trump portrayed himself as the best candidate and president for businesses and the economy. His proposed ban has already had, and will continue to have, serious consequences on businesses, employees and the economy for as long as it's being proposed and in place. It's important to analyze the frames of major business outlets to reveal their ideologies toward the ban, and whether they favor or oppose the policy. Each of these outlets has great influence in determining how financial markets react to world events, and their frames are at the center of this.

Findings

A total of 668 articles were analyzed using the "Donald Trump immigration ban" search term between the dates of Jan. 28 and Feb. 3. Of those articles, 519 had a direct angle or mention of the ban in the lead of the story and will be the basis of the findings of this project. In order to gain a sense of where they positioned themselves on this executive order, each outlet will be measured according to the following criteria in order of importance:

- Quantity: How many original written articles did each outlet produce, including the average word count of the articles?

- **Neutrality:** How positive or negative was each outlet's written content, including opinion pieces and columns?
- **Angle:** What was the breadth and depth of topics of each outlet's coverage?
- **Country:** What was the level of domestic focus of each outlet compared to the countries around the world?
- **"Muslim" mention:** What was the ratio of each outlet's inclusion of the word "Muslim" to describe who the immigration ban targeted?

Quantity

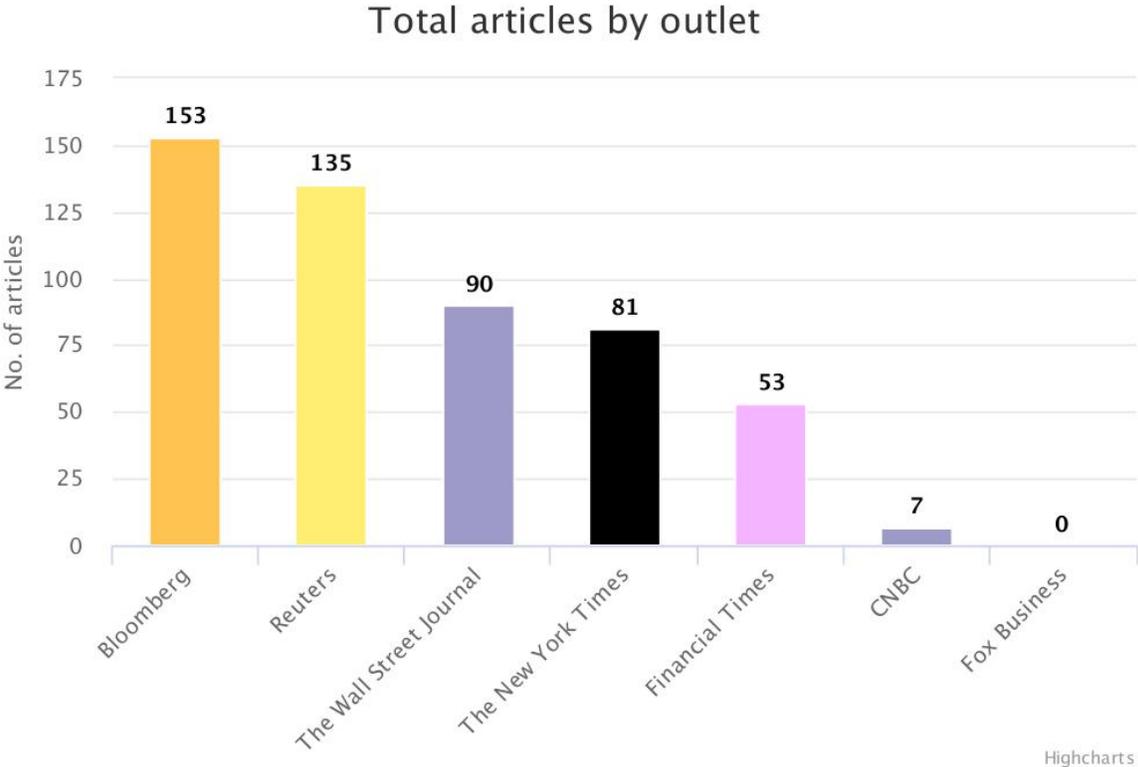
The quantity of articles each outlet produced is important because it signifies the importance said outlet placed on the issue of immigration. If an outlet produced a lot of coverage, an argument can be made that this issue is more important to them than an outlet that didn't produce any content. After analyzing the total number of articles of each outlet, four groups emerged, and for the sake of this project, will be given the following names:

1. **News Wires:** Bloomberg and Reuters
2. **Daily Nationals:** The Wall Street Journal and The New York Times
3. **Niche Finance:** The Financial Times
4. **TV Centric:** CNBC and Fox Business

It was no surprise to see the News Wires produced the most content. Both Bloomberg and Reuters lean more on the service side of journalism than the other outlets, in that

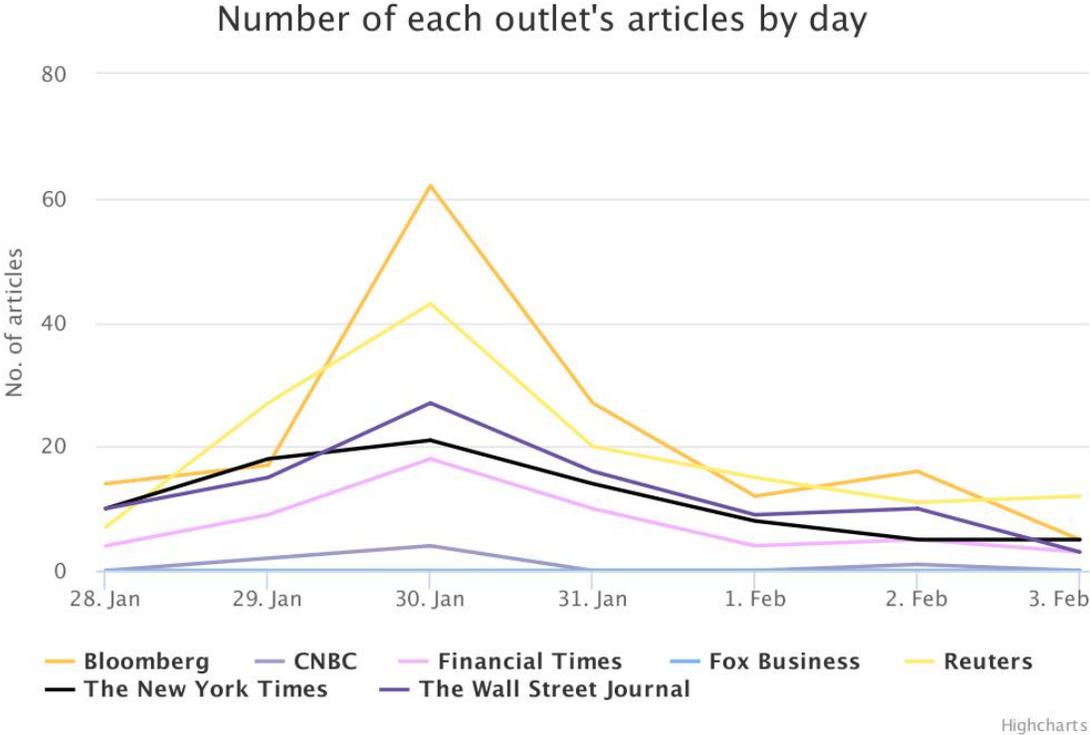
they produce content for other outlets as well as their own websites. They also have subscription-paying customers — who pay thousands of dollars per year — whose trades and investments rely on the breaking news coverage of each outlet. What was surprising, however, was that the News Wires produced 55 percent of all the articles analyzed combined.

Figure 1. Total articles by outlet



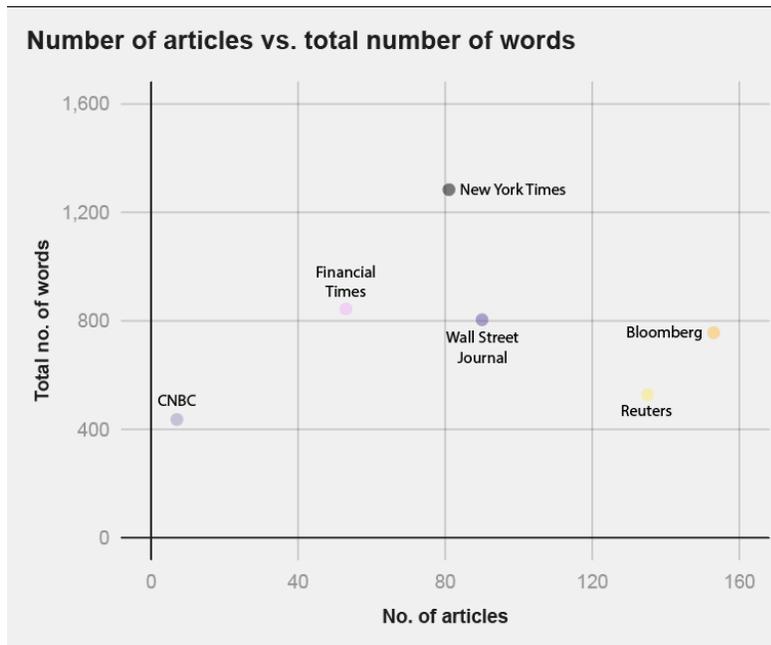
Another surprise from the analysis was that six of the seven outlets had their peak number of articles on the third day of the analysis — Jan. 30 — of the week of the ban. One might have expected the peak to come on either Day One or Day Two, given, the initial breaking news and the surge in follow-up coverage. But those follow-up stories came on the third day instead, and the volume in coverage generally declined in the latter half of the week.

Figure 2. Number of articles per day



An interesting metric that gives more depth to the quantity section is word count. It's no surprise that Bloomberg had the largest sum of total words, but in terms of words per article, The New York Times was the runaway leader. CNBC not only had the least number of articles, it also only averaged a little more than 400 words per article. However, without analyzing the word count for its articles on other topics, conclusions on all of the outlets should be made with caution. Fox Business, on the other hand, did not produce any original content. At the time of writing, Fox News has secured the most interviews with President Trump and is perhaps this is because the network did not want to be critical of him.

Figure 3. Number of articles vs. total number of words



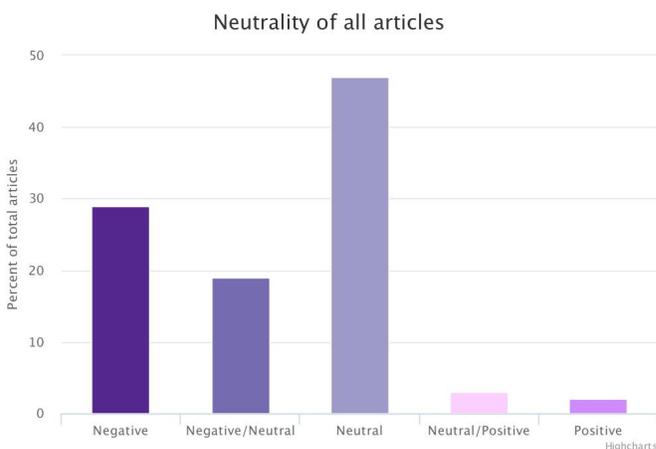
Neutrality

The neutrality of each article was decided by the following:

- “Negative” – Article’s tone, language and angle expressed a solely negative frame
- “Negative/Neutral” – Article’s tone, language and angle expressed a mix of a negative and neutral frame
- “Neutral” – Article’s tone, language and angle expressed a solely neutral frame
- “Neutral/Positive” – Article’s tone, language and angle expressed a mix of a neutral and negative frame
- “Positive” - Article’s tone, language and angle expressed a solely positive frame

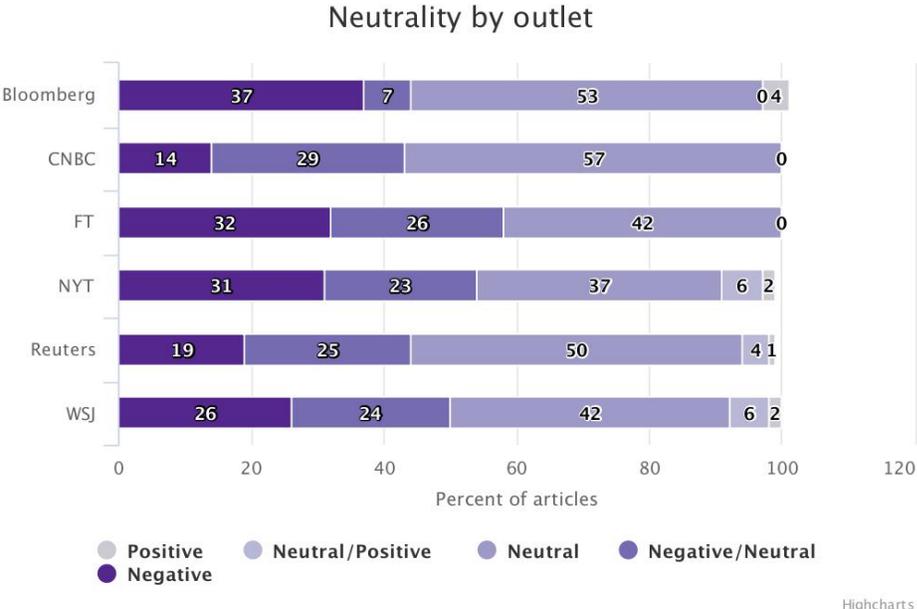
The analysis found that most of the articles were either “neutral” or leaned “negative” toward Trump’s executive order. A combined 5 percent of the articles were either “neutral/positive” or “positive”. The fact that such a small percentage of the articles leaned positive wasn’t surprising, as the ban had so few positive consequences.

Figure 4. Neutrality of all articles



Bloomberg emerged as the outlet with the most of its articles either “neutral” or “negative”, with just 11 percent of them falling outside of these categories. Most of the other outlets, in comparison, had more of a balanced split between “negative”, “negative/neutral” and “neutral” coverage.

Figure 5. Article neutrality per outlet



Angle

The breadth of industries and topics covered by the seven outlets was impressive. A total of 23 industries were covered and 34 topics were discussed. A focus on domestic issues and specific countries or regions were the most common, with 116 and 107 articles, respectively. Within them, immigration was by far the most talked about issue with 249 articles — or 48 percent of all content. In total, 36 countries were discussed: 318 articles focused on the U.S. Articles discussing the world in general came in second with 62, and the UK came in third with 24.

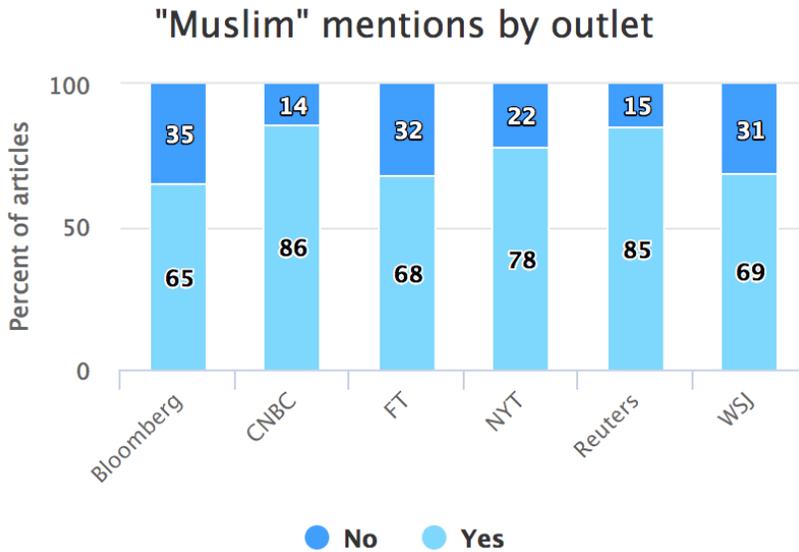
The different topics each outlet devoted time and resources to is a good indicator of how much the outlets cared about this topic. For example, the fact The New York Times covered more topics and sub-topics than Fox Business could mean that Trump's order was a bigger deal to the Times than Fox.

“Muslim” mention

The use of the phrase “Muslim majority” to describe the countries banned in the executive order was controversial. It quickly became a narrative between the White House administration and many media outlets. The administration said the executive order didn't target Muslims, or the religion of Islam. In fact, it denied it was even a ban in the first place.

Yet many outlets proceeded to use the phrase anyway. In fact, 74 percent of the articles analyzed included that the ban targeted seven “Muslim majority” countries in the lead to describe the nature of ban. This means that Bloomberg, The Financial Times and the Wall Street Journal fell below this average, whereas CNBC and Reuters used the term an above average number of times. Also, when the outlets mentioned the word “Muslim” to describe the ban, there was less articles that were solely neutral, compared with articles that did not mention the word.

Figure 6. Muslim mentions per outlet



Discussion

One of the main theoretical debates in the literature review of this project was whether news outlets covered people and immigration differently based on their background and religion (Morin, 2016). McLaren (2003) found evidence that public opinion is heavily influenced by the frame of the story and the level of threat perceived by the reader. Quillan (1995) concluded that people's judgments about immigration were based on their different insecurities, with Lahav and Courtmanche (2011) adding that an event such as 9/11 mainly evoked physical fears.

Given the large influence of financial and market activity of business news outlets, this project used a framing and hierarchical cluster analysis to identify how business news outlets covered Trump's first immigration ban between Jan. 28 and Feb. 3, 2017. What originally sparked the idea for this project was the theory that the mainstream media covers white Americans differently from non-white Americans and immigrants. The literature review confirmed this initial theory and found that no such study had taken place looking specifically at business news outlets. As a young

journalist aiming to become a stalwart in the media industry, it's very important to shine a light on how business coverage operates when covering high-profile and sensitive topics, such as the executive order to restrict people travelling from seven countries to America.

The analysis of 519 articles from the seven outlets yielded both surprising and unsurprising results. First, it was no surprise that the two wire services in this study — Bloomberg and Reuters — produced 153 and 135 articles, respectively, which ranked them Nos.1 and No.2. It was surprising, however, that approximately half of each outlet's articles were directly neutral. I would have expected this figure to be higher, but both outlets had a large percentage of articles that leaned toward a negative frame.

The seven outlets focused the majority of their coverage on domestic issues, for example what the executive order meant for American businesses and American employees, and the reactions of the U.S. Congress were. Going further, there were few countries that all outlets covered. For example, of the seven countries included in the ban, no outlet focused on Somalia, yet Iran was the only country on which every news outlet focused at least one story.

The New York Times has become one of the most credible and well-respected journalism outlets in the country, in part because of the breadth and depth of their reporting. Although it produced just the fourth-most articles, the Times exceeded any other outlet in terms of word count and number of "industries" covered. Without identifying what it says about the demographic of the Times' readers, it does suggest that the Times was most willing to invest more time in its reporting instead of producing

the most articles. In comparison, The Wall Street Journal produced about a third fewer words per article and produced a little more than half the “industries” that the Times did.

Another surprising development concerning the Times was that just 9 percent of its articles focused on the impact on businesses or the financial markets, the lowest of any outlet. The Times was included in this project because of its size and reach. The fact that it focused much of its coverage on other areas other than business and finance does draw into question its inclusion , but certainly gives this study a more diverse selection of outlets.

The Wall Street Journal is owned by News Corporation – which also owns Fox News and has a right-wing slant to their coverage -- so it was surprising that the Journal had such a low percentage of articles that had a positive slant toward Trump’s executive order. Just 8 percent of the Journal’s articles were either outright “positive” or had a “neutral/positive” coverage. Although this was tied for No.1 with The New York Times, News Corporation’s ownership of the Journal led me to believe this figure would have been higher.

In terms of News Corporation’s other outlet in this project, Fox Business, it was most surprising to see that it produced not a single written piece of original content during the time period of study. It ran two pieces that previously were published by [MarketWatch](#) and [PC Mag](#). Regardless of the political leaning of its sister channel Fox News, it was strange that they had zero original content. The main Fox News website, by comparison, had just three articles that came up under the “Trump immigration ban” search term. Perhaps Fox News’ coverage of the ban was left to their TV channel, or there was simply a lack of coverage.

CNBC produced just six articles, which was also a surprise. When looking at CNBC and Fox Business, it's important to consider that these two outlets have successful TV divisions, and perhaps this is a major reason for the lack of content. That said, Bloomberg and Reuters also have prominent video and TV departments of their business, and they both still produced a significant amount of written content.

Conclusion

This research sought to identify the ideologies of seven business news outlets by how they covered President Donald Trump's first immigration ban. It did so using a framing and hierarchical cluster analysis to not only see the neutrality of each outlet's coverage, but also to analyze how many resources each outlet designated to the story, which industries and topics they focused on most, and which of the seven countries from which immigrants were banned were most prominently covered.

This study achieved many objectives. Firstly, it analyzed each outlet's coverage in detail and broke each outlet's coverage down into several layers. For example, it showed which countries were focused on the most, which issues of interest were most common, and each outlet's stance toward calling the executive order a "Muslim" ban. What it did not do, however, was identify multiple trends or conclusions about each outlet. For example, the fact that Fox Business didn't produce any original written content in the time frame of this study. However, without any material to analyze, the conclusions about Fox Business were limited.

The analysis of the articles was relatively seamless with few obstacles or challenges that could not be overcome. A major limitation during the analysis stage of the project was the lack of a more robust coding system, due to limited computer analysis skills. With better data analysis, this project would have been able to cover more elements in a shorter time, thus enhancing the findings.

Another limitation of this study was the fact that each lead of each story was read by a human. If done by a computer, the margin of error for bias would have likely been far less. Subsequently, the level of bias and subjectivity was also higher. Nevertheless, the analysis was as robust as possible with the resources available.

The outlets' TV and video departments were mentioned in the Findings and Discussion sections of this study. A further study that would be valuable would be to analyze the content produced in video format, to identify any common themes and major differences between video and written content of the seven outlets.

This study used certain criteria to judge whether an article was "negative" toward the executive order, "neutral", "positive" or somewhere in between. For example, whether the ban was described to target Muslims or not. Given more time, this study would have used computer analysis to identify the most common words used by the seven outlets to identify any possible trends, and delving deeper into the neutrality of each outlet's coverage.

Lastly, I hope that business journalists will be able to take something useful away from this study. For example, how the words used in their work have the real potential to affect what the reader takes from the article, through the frame they portray.

Additionally, I'd like this study to serve as a foundation for future studies on President Donald Trump's policy decisions and their effects on the business world.